

KERWHIZZ



STUDIO100
MEDIA

SYNOPSIS

Kerwhizz is the Quiz With Added Whizz

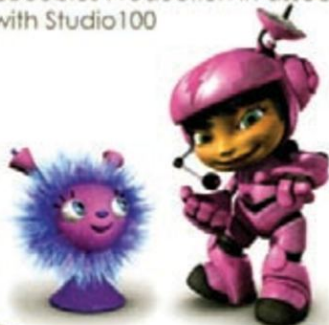
Three teams answer ker-razy questions to win "Mods" to add to their Racing Pods. They then race two madcap laps round a unique Raceworld. Kerwhizz is a 3D CGI Experience with a Live Action host and audience. Every one of the 26 Episodes has its own stunning Raceworld, varying from the historical (Egypt World) to the hysterical (Daring Dino Dash).

The quiz is designed to be Interactive, allowing the viewer to participate fully in finding answers to the questions, while developing an allegiance to the six fabulous characters that make up the three teams. Kerwhizz is designed to be involving, informative and, most importantly, an exhilarating experience for the 4-6 year old age range. The TV show is supported by an interactive website, a radio show and a weekly podcast.



BACKGROUND

Genre:	Multi Platform-Quiz Show
Target Audience:	4-6 year olds
Format:	26 x 22 minutes
Producer:	CBeebies Production in association with Studio100





KERWHIZZ





STYLE

- Kerwhizz is a unique interactive quiz programme aimed at 4-6 year olds. It promotes problem solving skills through playful learning. The multi-platform format is conducive to greater audience participation (this equates to active not passive media interaction). The narrative is prosocial in nature and encourages fun cooperation.
- the questions are carefully framed to encourage the use of multiple intelligences (Howard Gardner 1989). Questions incorporate facets of the 7 different learning "intelligences" such as logical/mathematical and musical/auditory.
- the programme is scripted so children actively employ the use of each 'intelligence' to deduce answers. Humorous visual and auditory games makes this an attractive vehicle for 'soft learning' which is encased within a safe and supportive environment; the paracosm; the world in which the characters inhabit is conducive to making errors (a key component in learning).

STATUS

Delivery by middle of 2009





TWIST

Twist Likes to fly by the seat of his pants, shiny teeth and raffish grin round off his classic good looks. However he has a little problem – he gets car sick.



SNOUT

Twist's sidekick Snout has one passion, his prize collection of sprouts...he loves to cuddle them and whenever he sees a new one he whizzes off in hot pursuit.



KIT

She is a tech, futuristic geek with chic who uses the most obscure theories to answer even the simplest of questions. The girl's got a wild side and once she gets behind the wheel you'd better watch out!



KABOODLE

Kit's companion is cute and he not only sticks to things... When he becomes excited all manner of objects stick to him due to his wild electronic charge

KERWHIZZITOR

The young live master who loves entertaining the kerwhizzkids in the audience (at home and in the studio) by putting funny voices, dressing up in silly costumes and bursting into song at the drop of a hubcap as well as teasing the teams.



POOP

Pint-sized Poop is Ninka's sidekick which involves carrying out devious tricks, wearing excessive branding and communicating in asthmatic grunts.



NINKA

Publicity hungry, grade-A schemer Ninka will stop at nothing to win the race even if it means playing a few tricks on the other teams.



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